AT THE COMEDY

Washington Square Players

Hospital

Washington Square Players

From Fronce College and a state of Chicago University, vesters

In Skill

Julius Reservald, president of Sears, In Skill

Julius Reservald, pre

is the most difficult piece of business the players have attempted, and it is well worth the doing. "Altruism" will be reviewed later in the week.

COLUMBIA HAS ONE-ACT PLAYS

Star and Garter Company Also Prefents Living Picture

The Star and Garter Company is presenting two one-act plays at the Columbia this week, "All Aboard" and "At the Mardi Gras."

A living picture, called "The Great Deluge," was splendidly staged. The scene was dark and was shown only during the uashes of lightning, which were accompanied by wind and thunder that were quite realistic.

The flashes revealed scores of presumably beautiful maidens lying around on the rocks and swept by the waves of the ocean. It seemed a pity that they all had to die.

Notable in a good cast were Don Clerk Port of the constable to fall over the grinding stone.

Otto Kruzer, who has already been the grinding stone.

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on the rocks and swept by the waves of which he fails helf at the fails and to die.

Notable in a good cast were Don Clark, Bert Rose, James Coughlin and Margaret Lee.

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\$117,564 GIVEN HOSPITALS United Fund Announces the Receipt of \$5,000 Legacy

WHAT IS GOING ON TO-DAY

Free admission to the American Museum of Natural History, Metropolitan Museum of Art, New York Zoological Park, Van Cortlandt Park Museum and the Aquarum. Horse Show, Madison Square Garden. Horiz of the Guif Freight Foreign Committee, Horiz Astor, 19-30 a.m. Meeting of the Woman's Republican Club, Det-monico's, 11 a. m.

Meeting of the Association of Grand Juron, Hotel Astor, 4 p. m. Dinner of the Vermont Alumni Association, Chemista' Club, 52 East Forty-first Street, f Dinner of the Newspaper Division of the Advertising Club of New York, clubrooms, 7:30

Meeting of the United Real Estate Owners, Hotel Astor, 8 p. m.

Hotel Astor, 8 p. m.
Meeting of the Brooklyn Civic Club, clubhouse,
127 Remain Street, 8 p. m.
Smoker of the Association of Partners of Stock
Exchange Firms, Waldorf Astoria, 8 p. m.
Lecture by Charles H. Bedell on "Submarines"
at the meeting of the American Society of
Mechanical Engineers, auditorium, 29 West
Thirty-ninth Street, 8-15 p. m.

hall of the society, 110 Central Park West, 8, 10 p. m. Manhatta. New Orieans, 15 p. m. Manhatta. New Orieans, 15 p. m. Manhatta. New Orieans, 16 p. Manhatta. M

of the fund.

At the regular meeting, it was announced yesterday, George McAneny and Ivy L. Lee were elected membersat-large and E. H. Outerbridge and Arnold Wood were made members of the executive committee. The receipt of a legacy of \$5,000 from the late Emil C. Bondy was announced.

Now on Exhibition **BOOKS**

LETTERS Many from the Library

of the late WILLIAM MATTHEWS Noted American Binder

With Masterpieces of His Work

With Masterpieces of fils Work

"Vanity Fair," fine copy in parts.

Irving's "New York," in an exhibition
binding.

Bewick's "Birda," etc., on large paper;
Audubon's "Birda," first octave edition.

Association books of Lord Bacon, Dr.
Johnson, Charlotte Bronte and Riley.

Manuscripts and letters of Riley, Bronts,
Glasing, Swinberne, Dickens, Landor,
Thackersy, Whistier, etc.

Shakespearean painting by Hall.

To be sold at auction

FRIDAY AFTERNOON, NOVEMBER 17, AT 2:30 THE WALPOLE GALLERIES D. R. KENNEDY, Auctioneer



Tuesday, November 14, 1916.

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats-and hanging a bell on the goats. It invites letters describing experiences-pleasant or unpleasant-with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

HAVE noticed with much regret the appearance on the front page of a recent issue of The Tribune of a method for the page of a recent issue of The Tribune of a method for the treatment of cancer with selenium preparations. My disappointment at this was the greater because The Tribune has stood for something better, notably in the articles by Mr. Samuel Hopkins Adams. Publication of "cancer cures" by the newspapers is to be regretted for three reasons: I. The information is incorrect, for none of these "cancer cures" will cure cancer. 2. Not realizing this, many patients in the last stages of the disease are induced to part with an amount of money which often represents the savings of a lifetime, in the attempt to obtain a cure. I have known of instances in which wives or children were left in penury after the father's death from cancer because of the heavy charges for the use of an alleged cure. 3. Every such publication leads persons suffering from early cancer, which alone can be cured by operation, to refuse this, the only certain means of cure at present, in the hope that some medical treatment will be of value. Too often it happens that, by the time the patient finds the medical treatment is of no use, the cancer has grown to such an extent that it is inoperable.

an extent that it is inoperable.

May I ask why The Tribune publishes articles of high value attacking unsubstantiated claims in advertising, and then, in a conspicuous place, publishes equally unsubstantiated claims in regard to the cure of cancer?

MEDICUS.

The explanation is simple, but painful. The Tribune was "caught" by a clever and ingenious exploitation of a semi-secret proprietary remedy. At the time of publication Dr. Charles H. Walker's "sulfo-selene" was not known to belong in this category, or the article would never have been published. While there is no single statement in the interview, self-sought by Dr. Walker, which is prevably false, the impression sought

self-sought by Dr. Walker, which is prevably false, the impression sought to be conveyed, that sulfo-selene will cure cancer, rests upon no such foundation of evidence as to justify a reputable and responsible physician in setting it forth in the public prints.

Dr. Walker's preparation had already failed of that recognition which would have given it a scientific status, at the hands of the recognized medical authorities. In 1914 it was presented before the American Medical Association's Council on Pharmacy and Chemistry, with a request that it be included in the list of recognized remedies. According to the information submitted sulfo-selene is a "mixture containing a ing to the information submitted, sulfo-selene is a "mixture containing a selenium compound of undetermined composition, mixed with bile salts selenium compound of undetermined composition, mixed with bile salts and diluents." Although it was not then proposed as a cure for cancer, but merely as an alleviant to pain, the council refused it recognition owing to lack of evidence. Further investigation early in the present year indicated that no curative claims were made for the composition. Since the assertion that it alleviates pain is hard to prove or disprove, the council postponed publication of its findings.

Then came Dr. Walker's successful attempt through The Tribune to inspire laymen with the belief that this selenium mixture, which had failed of scientific authorization even as an alleviant, was actually a cure for the most dreaded of all diseases. It is a fair assumption that, in view of sulfo-selene's previous failure of recognition as a minor influence in cancer, any medical journal would have been chary of approving its major curative claims. There remained the lay press. Dr. Walker se-

major curative claims. There remained the lay press. Dr. Walker selected The Tribune, and, unfortunately for us, however defensible his own motive of publication may be, caught this paper napping.

The reasons why such publication is a public injury are cogently set forth by "Medicus," whose actual name is of international note in cancer research. It remains for The Tribune only to acknowledge and regret its error; and by way of repairing it, in so far as possible, to make this statement:

statement:
Dr. C. H. Walker's claims or implications for sulfo-selene as a cure for cancer, as set forth in The Tribune of October 16, are in no manner indorsed or shared by The Tribune, and should be estimated upon no other basis than as the unsubstantiated assumption of a person interested in the sale of a semi-secret proprietary medicine.

OME little time ago I purchased a pair of "Kayser's" Guaranteed gloves at Stern Brothers. After wearing the gloves a very short gloves at Stern Brothers. After wearing the gloves a very snort time small holes began to appear in a number of the finger tips, and as I had not washed the gloves I returned them to Stern Brothers, together with a letter stating the above facts. Without any hesitancy, argument or correspondence I received a new pair of gloves from Stern Brothers.

It seems to me that a store which maintains such a fine, broad and liberal policy as this is entitled to commendation.

(MRS.) A. T. HAEFELA.

With all due credit to Sterns, in this instance the bulk of the credit due Kayser. The Kayser guarantee makes satisfaction automatic wherever their gloves may be purchased. Automatic, that is, except when the gloves have been washed. It's a pity that it is apparently necessary that the qualification must be allowed to stand.

B RENTANO'S deserves this publicity. A few weeks ago I bought a copy of Conrad's "Victory" there and mailed it to a friend in Illinois without telling them what I intended doing with it. A few days later I received word that the copy was lacking half a dozen vital pages near the end.

pages near the end.

As I was leaving the city for Saturday and it would be impossible for me to see them within three days, I wrote them that I had received word of the imperfect copy, gave them the address of the friend who had received the book and asked what could be done about it. I added that I did not wish the owner to be kept waiting for the end of the story.

When I returned I received this note:

In answer to yours of , we have sent another copy of "Victory" to M. H., and thank you for the opportunity of correcting the imperfect copy.

It will not be necessary to return the imperfect copy.

Very truly yours, presentations.

Only a note from an irregular customer who had not been in Brentano's for fifteen months—yet what a desire to please! They well deserve the place they have attained. When The Ad-Visor gets all New York into the same frame of mind, won't it be a sweet place to live in?

L. L. LITTLE.

New York, as a matter of fact, is a much sweeter place already, if not to live in at least to shop in. Our own optimism has never lessened,

W ISH to call your attention to advertising done by P. Lorillard & Co. on their Murad cigarettes. They advertise that Murad is just as good as any 25-cent brand. By the way, Murad is a 15-cent brand. It so happens that Egyptienne Deities cigarettes are also manufactured by P. Lorillard & Co. and retail at 25 cents. My question is that if Murads are as good as any 25-cent brand, which also includes Deities, why do they charge the retailer about \$4.40 more for Deities per thousand than they charge for Murads? Please have them answer this question.

The United Hospital Fund of New York, formerly the Hospital Saturday and Sunday Association, during the last year distributed \$117,564.41, according to Charles Lanier, treasurer of the fund.

At the regular meeting, it was answerders and the regular meeting, it was answerders and the regular meeting. Neither the Lorillard Company nor its advertising agents appeared to know the answer to Mr. Rosen's riddle. At any rate, they returned

FOR a wedding gift I received a chest of Community silver. It did my experience. After reading their liberal advertisements, I decided it was, perhaps, an injustice, as there might be a cause and remedy. I wrote the Community company, explaining fully that it had had eight years' service, a portion of time in the kitchen, with little care. They answered promptly, advising me to return same at once. I did so, stating I had lost one knife and two forks, and was willing to pay to have what I returned refinished. At an early date I received a new set, including knife and forks, to replace the ones lost. They only charged me for the lost articles, and stated I could pay for same at my convenience. The confidence they placed in me pleased me as much as the silver, and I sent them orders until they advised me to buy from the local dealer. I never miss an opportunity to sell their goods, and suggest it wherever I go, and I travel a great deal. I would be glad to see this in print, as some one may wish to know where to buy silver.

MES. J. C. BRITTINGHAM. not give satisfaction, and I never missed an opportunity to tell

Thus from a little town in North Carolina and not from the "Dining room of Mrs. O. H. P. Belmont, photographed by permission," comes the real and most satisfying explanation of the "Vogue of Community Plate."

THERE may be guarantees "just as good," but I have never seen

THERE may be guarantees "just as good," but I have never seen anywhere one to beat what is printed on the front of every bill of fare issued by one of Chauncey Wright's restaurants in this city. It follows:

"The Customer is always right in this house—If not satisfied, don't pay—No ifs or ands about it—Just tell the cashier."

And one is usually satisfied. However, I have seen the guarantee tried out and they live up to it in every particular. No discourtesy or slighting of service was shown the dissatisfied customer whatever. And he is now a regular and satisfied customer,

And the practical results of such ruinous and unsound business policies? Chauncey Wright has three of the biggest and most patronized restaurants in Seattle. This should hold for a while those who loudly clamor that "It can't be done!"

BURTON M. CASTNER.

Since guaranteeing a bill of fare would seem to be wellnigh the last thing that could successfully be attempted, let the unbelievers absorb the moral which our correspondent from the coast so clearly points out.

(The next Ad-Visor will appear on Thursday, November 16.)

RELIEF WORK IN OLD COLONY CIUB Spilling IS Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned Over 10 Teethy-two War Fund Societies Spilling Is Turned O Yours very truly,

At this point on your letters the self starter will have saved anywhere from 15% to 25% time.

SELF STARTING REMINGTON **TYPEWRITER**

Grand Prize - Panama-Pacific Exposition

If you, or others in your office, want to see this new time-saver, tele-phone today and we will bring it to you and put it through its paces. Or, if you wish to read more about it, let us mail you descriptive folders. Write, or 'phone Worth 5060, today.

REMINGTON TYPEWRITER CO., INCORPORATED, 327 Broadway, New York